WESTMORELAND AUTOMATIC SHOE CLEANING MACHINE COMPANY OF NEW YORK

SHOWERS OF NICKELS

PAY BIG DIVIDENDS

General Offices

NIGHT AND DAY BANK BUILDING

Corner Fifth Avenue and 44th Street

NEW YORK CITY

Operating the

Westmoreland Electric Automatic Shoe Polishing Machine

Under exclusive rights for New York City, N. Y. and Atlantic City, N. J.

The Most Ingenious Mechanical Invention and Greatest Money Making Machine of the Age

Preface

ABOUT once in a generation some inventive genius steps forward and performs the "impossible" by doing something that nobody else ever thought of, or that which hundreds of inventors and mechanical experts had given up in despair, and, if his invention be of a practical, commercial character, makes himself and his co-investors rich.

This booklet was prepared for the purpose of showing three things:

1st. That the supposedly "impossible" has been made a practical reality by the perfecting of an ingenious, epoch-making invention.

2nd. That this invention possesses money earning power which will enable it to pay tremendous profits to those who own an interest in it.

3rd. A plan by which the public is given an opportunity to participate in these profits by the sale of 50 per cent. of the shares of stock of the Company owning exclusive control of the invention for the territory described.

We ask you to read the following pages wherein you will find a full description of the invention and learn how you can share in its earnings, which at the present time are of sufficient volume to enable the Company to commit itself to the payment of monthly dividends of 1 per cent.

History of the Invention

A NUMBER of years ago an inventive genius, of Pittsburg, began a long series of experiments which resulted in the invention of an Automatic nickel-in-the-slot Shoe Polishing Machine.

At first the invention was not perfect, its intricate parts did not work in unison to produce what the inventor desired, i. e., a perfect shoe polish or shine. He was aware, however, that a machine of the kind would be immensely profitable, and being a man of persistency and determination, he stuck at his task until his efforts were rewarded by a perfect machine that is pronounced by expert authorities mechanically correct in every detail, and feasible and practicable from a commercial standpoint.

This is the invention that this Company now controls, and which it proposes to operate on an extensive scale.

Operation of the Machine

THE invention is undoubtedly the most unique device that has come out of the Patent Office in recent years. It works on the principle of the slot machines, though it has a double release which is a separate patent, which may be employed on all coin slot devices. The shoe shiner is a little larger than the automatic weighing scales about the city, but its general appearance is not dissimilar. There is an upright portion and a small raised platform. On either side of the platform are brass railings, which the patron may hold as he or she is getting a polish.

An opening in this platform permits the foot to enter and rest on a metal form such as is generally used in shoe shining parlors. While standing with one foot in the opening, a nickel is inserted in the slot and an electric button is pressed. This releases the apparatus for shining one shoe. The brushes immediately get busy. One set comes up and gets to work on the

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sides of the shoe, brushing off the mud and dust from the soles and heels, as well as the upper part.

While they are doing this a felt brush comes forward and performs the same service for the front of the shoe.

Ladies' Machine

As Used in Department Stores, etc.

When all the dust and dirt particles have been removed the brushes slip back and a new set get ready for business. In the meantime the tubes at either side have put on a good coat of blacking so that when the new brushes come forward the shining process begins. It is a rapid worker and in about one minute one shoe is finished. The other foot is then inserted in the opening, the electric button is given a second push and the same program as in the first instance is gone through with. In two minutes, a shorter time than the swiftest shiner could do the job, both shoes have been polished. Although the patron pushes the button twice for the shine, he pays but one nickel, since with the new device there is a double release.

An Unlimited Field

THIS Company does not sell the machines, its purpose being exclusively to operate them.

The field is without limit. Applications are in hand from department stores, railway stations, cafes, office buildings, barber shops, hotels, cigar stores, street corner stands, parks, ferry-houses, steamers and amusement places. This Company is to install and operate in Coney Island not less than 150 machines and an equal number on the board walk and in the various hotels at Atlantic City. That the earnings at Coney Island and Atlantic City will be alone sufficient to produce satisfactory dividends, independent of the hundreds of machines operated in New York City, will be conceded by any one familiar with slot machine enterprises at these resorts. The machine being handsomely made and clean, is readily admitted to the very best locations.

Arrangements are first made by a representative of the Company with the owner of the location to install the machine, for which the Company pays a per cent. of the gross amount taken in by the machines, the machines are kept in order by this Company's representative, who also collects the nickels taken in by the machines.

Earning Power of the Machines

THE machine completes a perfect polish of both shoes in a fraction over two minutes, or at the rate of nearly thirty shines per hour. If a machine worked steadily for twelve hours it would complete three hundred and sixty shines, which at 5 cents per shine makes the total earnings for twelve hours $18.00. It is not reasonable however, to estimate that the machine will work continuously, and to be extremely conservative we will estimate the actual average working time of each machine at less than two hours per day or forty shines at 5 cents each, a total

earning of $2.00 per day (in prominent locations there is no question but that a machine will average six or eight hours work per day).

The automatic shoe shining machines will receive the popular approval of the public because of the many advantages they offer over the old way of shining shoes by hand.

The machines will be so placed that one will be accessible most anywhere. All patrons are certain of being treated alike, without tiresome waiting, and positively no tipping—the price always five cents for a shine.

The machines are especially popular with ladies because of the inconspicuousness of their locations in department stores, shoe stores, ladies' restaurants, etc., and for other quite obvious reasons which make them preferable to the old way of hand polishing in public parlors.

Big Earnings of Slot Machines

FEW people realize the profits made by the penny in-the-slot machines. Those who have had the opportunity to investigate are invariably astonished at the magnitude of the business and to learn that the capital invested in slot machines approximates $47,000,000. It may be a matter of some surprise to our readers to know that during the last year a sum of more than $20,000,000 was collected by the chewing gum machines alone. $7,000,000 was collected by the candy machines, and $5,000,000 by automatic scales. The amounts collected by miscellaneous machines not recorded would probably bring the total to as much as $50,000,000 in one year. Considering the tremendous annual receipts above indicated, it is conservative to estimate the average yearly profits to be in excess of 100 per cent.

The penny slot machines operated in the subway stations of New York City alone are said to pay net profits of $110,000 per annum. The operators of similar machines on the elevated stations are credited with paying rentals of $40,000 for the privilege.

A comparison of the earning power of the Automatic Shoe Polishing Machine with the earning power of the various other slot machines now in use will show great advantages in favor of the shoe polishing machine, and will prove it the most remarkable money maker in this highly profitable business.

In fact we have the only slot machine extant that supplies something absolutely necessary, almost daily, to every man, woman and child wearing shoe leather.

Shoe Shining as a Business

THE business of shoe shining as operated to-day, employing men and boys at a wage of $8.00 to $10.00 per week has produced in nearly every city of the United States a bootblack magnate. We will supply upon request, a copy of an editorial from the pen of Arthur Brisbane published in the *New York Journal,* December 30th, 1907, entitled "The Electric Bootblack, an interesting device with a big meaning."

We call attention to a magazine article entitled "The Business of Blacking Boots," by Arthur Sears Henning, published in the September issue of the *American Business Man* from which the following is an extract:

"Angelo Geocaris the Greek bootblacking magnate of Chicago landed in this country a few years ago, with less than the price of a shine as the sum total of his worldly wealth. To-day his bootblacking parlors are known in a dozen of the larger cities and his wealth is estimated into the hundreds of thousands. Geocaris himself will tell you that he is but one of many who have developed shoe shining from its primitive state to the dignity of a recognized business. He will tell you that P. Smyreis, of Grand Rapids, Mich. is quite as large a factor as himself in the control of the nation's shoe polishing business."

When you stop to consider that in the City of New York you can have your shoes

shined every day at a different place for a period of three years and four months, and that this city's yearly shoe shining bill is estimated to be in excess of $1,100,000 you will appreciate the magnitude of the industry.

We believe it is but a question of the time required for their installation until the Westmoreland machines will be gathering the nickels from 75 per cent. of New York's great shoe polishing populace, as no class of human labor can possibly compete with this wonderful shoe cleaning and polishing machine.

Just as the Goodyear and other machines have superseded manual labor in the manufacture of foot wear, so will the Westmoreland machines supersede manual labor in the polishing of foot wear.

No doubt the prospective shareholder, after a careful reading of the foregoing statement of facts, can recall to mind similar invitations to invest where the prospects for dividends were quite as promising as herein stated, and yet no dividends were ever paid. By reason of so many unfortunate experiences on the part of investors, the officers and directors of this Company, before offering a share of its stock to the public, by their personal investment of their own money in the enterprise, carried the business to a dividend basis wherein dividends are now being earned, declared and paid at the rate of 1 per cent. a month or 12 per cent. per annum. This enables the Company to extend its appeal for your consideration on the basis of present as well as future earnings.

Financial Plan

The Westmoreland Automatic Shoe Cleaning Machine Company of New York is incorporated under the laws of New York with an authorized capital of $300,000 all of which is common stock divided into shares of $10.00 each.

Attention is called to the low capitalization and the fact that there are no preferred

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SUBSCRIPTION FOR STOCK

Westmoreland Automatic Shoe Cleaning Machine Company of New York

General Offices: FIFTH AVENUE AND 44th STREET, NEW YORK

I _____ hereby subscribe for _____ shares of fully paid and non-assessable stock in the WESTMORELAND AUTOMATIC SHOE CLEANING MACHINE COMPANY, of New York, at the price of Fifteen Dollars per share, and enclose herewith the sum of _____ Dollars, in full payment therefor.

This subscription is made with the understanding that the officers of the corporation shall serve the corporation without a salaried compensation, their sole income to be derived from the shares of stock acquired by them under the financial plan as set forth in the Minute Book of the corporation and in the Prospectus issued by the Company.

It is further understood and agreed and made a part of this subscription that all of the Company's stock is of the same class, there being no preferred shares, and that there is now no bonded indebtedness nor shall there be any bonded indebtedness placed against the assets of the corporation.

P. O. Address _____ Signature _____

shares, or bonded indebtedness, and that dividends of the Company are payable monthly.

For each share of the Company's stock sold at ~~its par value of~~ $1~~0~~5.00 per share, one share of stock is issued to the President and Treasurer of the Company in exchange for the exclusive territorial rights for the operation of the Westmoreland machines in New York City, N. Y. and Atlantic City, N. J. with the understanding that every dollar received from the sales of stock shall be invested in the acquirement, installation and operation of Westmoreland Automatic Shoe Cleaning and Polishing Machines at a first cost of $400 per machine and cause to be placed in the treasury of the Company the sum of One Hundred Dollars as a cash working capital for each machine operated.

Attention is called to the fact that the proceeds of the sale of this stock are to be used exclusively for the installation and operation of additional machines, and that no officer of this corporation is to receive any salary, their compensation to be derived from dividends on shares of stock acquired by them. Each machine added increases the earning power of the Company and the profits of the stockholders, and it is the desire and purpose of the Company to install machines in every available location where they will make money. It is estimated that within four to six months from date, the Company will have from three to five hundred machines installed in desirable locations.

The Westmoreland Automatic Shoe Cleaning Machine Company of New York does not manufacture the machines, but leases them of the manufacturer and patentees at a fixed price, and is, therefore, relieved of the details of manufacturing, in addition to knowing at all times just what their machines are to cost. All machines are guaranteed by the manufacturer and any machine defective from any cause whatsoever will be replaced without cost.

When a machine is delivered by the manufacturer it is complete and ready, as soon as placed in its location, to take in the nickels at the rate of $1.50 per hour.

An efficient, modern system has been installed for collecting and checking up the receipts of the machines. All employees handling the Company's money or invested with the care of the Company's property are adequately bonded and all other precautions to properly safe-guard the interests of stockholders observed.

Estimated Earnings of the Company

THE Company's exclusive territory will eventually employ upwards of one thousand machines but it is the intention of the Company to install three hundred machines at once, placing them in select locations only.

On the basis of the foregoing estimate of $2.00 receipts for each machine per day, the earnings of three hundred machines will be $600.00 per day or $219,000.00 per year, as per following statement:

Receipts of 300 machines at $2.00 per day .	$219,000.00
20 per cent. commission paid to location owners . .	43,800.00
Royalty to owners of patents, 15 cents per day, each machine	13,425.00
Expenses of repairs; operation and collections, 5 per cent.	10,950.00
Total disbursements	$68,175.00
Leaving the net profits after all expenses are paid . .	150,825.00

An amount sufficient to pay 25 per cent. annual dividends on the entire capitalization, and still leave $75,825 as a surplus fund with which to install additional machines as

Since printing the above the payment of royalties to owners of patents has been eliminated by the payment of $100. additional on each machine thus adding $13,425.00 per annum to net profits on each 300 machines operated.

With the installation of additional machines from surplus earnings the profits will be increased with corresponding increase in dividend payments to shareholders.

The net earnings of the machines now in operation in this city average from $6.00 to $8.00 per day each, three to four times the amount estimated.

The present actual net earnings of machines now in operation are in excess of 3 per cent. per month or 36 per cent. per annum.

Profits

PROFITS begin instantly, investors' money is not idle a minute, the machines are earning money night and day, three hundred and sixty five days in the year, with no officers' salaries or general expenses to gnaw at the receipts, except the nominal, fixed charges enumerated herein.

Under this plan the company is now paying dividends of 1 per cent. monthly which we confidently believe will be increased to 2 per cent., or more, per month in the very near future.

Each increase in the dividend rate will be followed by an increase in the selling price of the shares.

If you have money looking for investment we urge you to investigate this enterprise thoroughly. We will, by giving you all the facts and answering frankly your every question, place you in a position to determine for yourself that we are offering a good sound investment of so highly profitable a nature that you will be justified in subscribing to the shares of this company. If you have any intention of availing yourself of this opportunity

DO IT NOW

Westmoreland Automatic Shoe Cleaning Machine Company, of New York

Night and Day Bank Building

Fifth Avenue, corner Forty-fourth Street, New York

New York Bank References Upon Request

Westmoreland Store No. 1, Corner 39th Street and Broadway, where upwards of 2000 people receive an automatic shoe polish every day.

LIST OF OFFICERS

President, WILLIAM B. WALKER

Night and Day Bank Building
Cor. Fifth Ave. and 44th St., New York

Vice-President, WALTER C. WALDRON

Manager of the American Thermos Bottle Co., Cor. Water and Washington Sts., Brooklyn, N. Y.

Treasurer, CHARLES S. REED

President of International Sales Co.
527 Fifth Avenue, New York

Secretary, STARLING L. ZINK

Formerly Sales Manager Gillette Safety Razor Co., 142 West 44th St.
New York

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